

Customer Experience Management for Contact Centers



ResponseTek:CEM Benefits

- **Identify at-risk customers** and understand the root cause of dissatisfaction.
- **Resolve customer issues** on an individual basis by providing agents workflow and action management tools.
- **Improve agent performance** by providing continuous, real-time feedback and targeted training.
- **Deflect inbound contact center activity and reduce operating costs** by providing customers self-service options.
- **Improve your brand and grow market share** by focusing your entire organization on consistent delivery of customer experience excellence

Your Voice of the Customer Solution

Your contact center has the power to influence customer satisfaction and loyalty, delivering thousands of experiences to customers every day.

But if there are gaps between the experiences they have been promised, and those that are delivered to them by your contact center agents, your customers could be at risk.

ResponseTek:CEM helps you close

the gap by involving your customers in all aspects of your business, integrating their voices into your organization, and providing everyone in your business the tools needed to improve the customer experience.

Actionable Business Intelligence

An industry-leading, on-demand Customer Experience Management (CEM) software solution, ResponseTek:CEM addresses the specific needs of contact centers, generating real-time results for some



of the world's leading customer management organizations.

ResponseTek:CEM transforms the voice of your customer into actionable business intelligence.

ResponseTek:CEM Capabilities



Find Out More

Attend a web seminar to see features of ResponseTek:CEM for Contact Centers, and find out how to operationalize CEM in the contact center.

responsetek.com/webinars

Download a case study to learn about CEM best practices, and ResponseTek:CEM success stories from industry leaders.

responsetek.com/resources

Request a custom demo of ResponseTek:CEM for Contact Centers

responsetek.com/demo

Involve the Customer

Whether through in-bound or out-bound channels, using in-house or outsourced contact centers, ResponseTek:CEM allows your customers to tell you about the quality of service delivered by your agents:

- **At every transaction**, including sales, service, support, and billing.
- **At every stage** of the customer lifecycle, from acquisition to up-sell, through renewal and referral.
- **Across all touch points**, including phone, IVR and email.

Integrate the Voice of the Customer

Customer experiences flow into your organization continuously, and are shared using ResponseTek:CEM Dashboards and Analytics. The voice of the customer is now actionable business intelligence, a transformation that delivers:

- **The right information**, pushing performance and benchmark reports to in-house and outsourced agents on a daily basis, and customer feedback on top issues and root cause analysis to supervisors and managers.
- **The right people**, ensuring your best and worst agents see the results of their performance on a daily basis, and are assigned accountability for resolving at-risk customers.
- **The right time**, allowing you to correct behaviors and identify training opportunities immediately, in the continuous pursuit of service excellence.

Improve Your Business

When integrated with your customer service processes, customer insights generated by ResponseTek:CEM not only create a shared understanding of the value of customer advocacy on the business, they allow your agents and management to improve the customer experience across all levels of the business:

- **People become customer-centric**, with real-time alerts, action management and performance reports ensuring consistent, quality experiences are delivered to customers.
- **Processes become customer-centric**, with experience-based knowledge management tools deflecting inbound customer contact, reducing operating cost and driving quality of service delivery and efficiency
- **Products and services become customer-centric**, with the voice of the customer informing business planning and prioritization, and driving overall brand performance in the consumer marketplace.